

*PP*  
Department, the advertiser's Legal Counsel or representative, and the Network's Advertising Standards Department. The production and clearance of such advertising spots for television is labor intensive and typically involves a substantial number of different organizations. For example, the clearance process often involves the following individuals and organizations:  
Account Executives: These are the individuals who manage and represent the advertising clients and campaigns on behalf of the advertising agency. They initiate orders for legal and network clearance and release masters and supporting documentation.

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Please amend paragraph 06 to read as follows:

*A3*  
Editors: These individuals are the advertising spot reviewers in the Network's Advertising Standards Department.

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Please amend paragraph 07 to read as follows:

*A4*  
Because it involves so many organizations and individuals, the clearance process typically starts well before new advertising spots go into the production phase. Before production, storyboards and scripts are written, reviewed, and are subject to a pre-approval process. During this process, affidavits are often provided to substantiate advertising claims made on behalf of the product and are frequently provided with the scripts and storyboards. In the pre-approval process, the storyboards, affidavits, and scripts are often forwarded by the Agency's Account Executives to the Agency's Network Clearance Department, where, after review by the Agency's Network Clearance Department, the items are forwarded by courier to Legal Counsel and/or to the Network's Advertising Standards Department. In many cases Legal Counsel is a third-party firm representing various advertisers and brands handled by that particular agency. Once the items have been reviewed by Legal Counsel and Advertising

*PA4*  
Standards Department, comments are returned to the Agency's Network Clearance Department by courier and processed accordingly.

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Please amend paragraph 09 to read as follows:

*PA5*  
After final editing at the Post-Production House, the Post-Production House typically makes 3/4 "cassettes of the final version of the advertising spot for use in obtaining network clearance for it. The cassettes are generally provided by courier to the Account Executive or directly to the Agency's Network Clearance Department. The produced advertising spot is then reviewed by the Network Clearance Department and subsequently forwarded by courier to Legal Counsel and/or to the Network's Advertising Standards Department for their review, comment, and approval. Notification of approval or rejection by Legal Counsel and the Advertising Standards Department is returned to the Agency's Network Clearance Department, typically by courier.

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Please amend paragraph 22 to read as follows:

*PA6*  
A diagram of one embodiment of the submission and clearance system is shown generally at 10 of Figure 1. As illustrated, the system 10 includes a host system 15 that is in electronic communication with one or more client systems 20a-20f over a network. The communication network may take on any of a variety of different forms including, but not limited to, LANs, VPNs, WANs, etc. In the embodiment set forth here, the host system 15 and the client systems 20a-20f are connected for communication over the Internet. In this manner, the host system 15 may be designed to include the database management software, automatic communications software, message and media routing software, identity verification software, etc., used to execute the various functions associated with the host

*PA*  
system 15 (described more fully below). In contrast, the client systems 20a-20f may interact with the host system 15 through a standard Internet browser that is capable of executing JAVA applets. As such, the client systems 20a-20f can readily have their functions implemented using standard applications thereby allowing easy setup of new users and client systems.

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Please amend paragraph 23 to read as follows:

*PA*  
Generally stated, the client systems 20a-20f include at least one system that is capable of cooperating with host system 15 in a job submission mode of operation and at least one further system that is capable of cooperating with host system 15 in a job access mode of operation. Although the following discussion may make a distinction between the systems 20a-20f that implement these operational modes, it will be recognized that a single client system 20a-20f may cooperate with the host system 15 in either operational mode at different times. For example, the host system 15 may be responsible for downloading either job submission applets and/or job access applets to a given client system 20a-20f based on user commands and/or information provided through the given client system.

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Please amend paragraph 24 to read as follows:

*PA*  
For purposes of the following example, it is assumed that client system 20a is disposed at an advertising agency and operated by a Project Coordinator in the Network Clearance Department who must obtain clearance for an advertising spot. The Project Coordinator uses the client system 20a to place it in the job submission mode of operation thereby allowing submission of a clearance job for distribution to organizations within the system 10. To this end, the Project Coordinator uses the client system 20a to select the

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organizations that are to have access to the digital job content and/or receive notification of the existence of the clearance job. One such selected organization may be, for example, the Network's Advertising Standards Department, which, in the present example, is the site of client system 20f.

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Please amend paragraph 29 to read as follows:

PA9  
The host system 15 includes a content management system that is adapted to receive the digital job content from client system 20a (or, with respect to media content, through any of the means described above) and to optionally notify client system 20f of the existence of the clearance job. The Network's Advertising Standards Department may then use the client system 20f to access the content of the clearance job and, if required, provide their comments, approval, denial, etc. Such comments, approval, denial, etc., by the network's advertising standards department may then be communicated to client system 20a through the host system 15 and reviewed by the Project Coordinator or another network clearance department manager through an appropriate user interface screen or the like.

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Please amend paragraph 33 to read as follows:

PA10  
In those instances in which the services of the host system 15 are offered for a fee, host system 15 may include a billing/invoicing system. Further, host system 15 may include an audit system that keeps track of each transaction between a client system 20a-20f and the host system 15. The information acquired by these systems may optionally be made available to an organization through the reporting system discussed above.

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Please amend paragraph 34 to read as follows:

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Figure 1 shows a number of different organization types using the client systems 20.

*PAI*

The types of organizations that will typically be associated with the system 10 include advertising agencies, advertising agency network clearance departments, law firms or departments, studios, advertisers and network advertising standards departments. The system 10, however, may assign one or more of the foregoing organization types to a particular organization category that effectively defines and limits the interaction that the particular organization may have in the overall clearance process through the client systems 20a-20f. For example, the host system 15 may be used to assign one of the following organization categories to a particular organization and thereby grant or deny various system rights:

**Master Organization:** This is the organization where the host system 15 resides and is maintained. A Master Organization has all the privileges given under the overall system 10, and is responsible for creating new organizations. Multiple Master Organizations may be used to provide for use of multiple systems 10 and regionalization of those systems.

Typically, the Master Organization provides the services of system 10 for a fee to a Billable Organization (below).

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Please amend paragraph 35 to read as follows:

*PA2*

**Billable Organization:** This is an organization that is the billed entity within the system 10. This organization may have billing forwarded to another Billable Organization. All clearance jobs, as well as orders containing multiple clearance jobs, originate at Billable Organizations. Agencies and Advertisers are typically categorized as Billable Organizations.

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Please amend paragraph 36 to read as follows:

*PA3*

**Regular Organization:** This is an entity that has orders routed to it, for approval or

*A13*

view-only purposes. Legal Counsel and Departments as well as Network Advertising Standards Departments are typically categorized as Regular Organizations. Offline Organizations (see below) that fall under Regular Organizations will require manual order routing.

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Please amend paragraph 37 to read as follows:

*A14*

Offline Organization: This is an organization that is not part of the overall electronic submission and clearance system 10, but is shipped media for review outside of the system 10. That is, an Offline Organization is created in system 10 for routing of media, but there are no users or groups for that organization. When a job order includes an Offline Organization that is to receive the submission, the Offline Organization data (i.e., address, fax number, etc.) can be routed back to the Billable Organization or to the Master Organization to thereby arrange for the submission to be sent to the Offline Organization outside of the system 10 (i.e., by courier).

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Please amend paragraph 38 to read as follows:

*A15*

Online Organization: This is an organization that is part of the system 10. Online Organizations are typically comprised of users and groups set up for participating in the submission, review and/or clearance process, but may include users and groups who are part of View Only Organizations.

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Please amend paragraph 39 to read as follows:

*A16*

Bill-Only Organization: A Billable Organization that is part of the system 10, but only in a support role. There are no users or groups for these organizations. For example,

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agencies and advertisers can be assigned to the Bill-Only Organizations category.

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Please amend paragraph 40 to read as follows:

Business Partners: A list of Regular Organizations that have been selected by a

A17

Billable Organization for possible order routing or for producing content for the submission and/or clearance process. When an order is ready to route for approval, one or more Business Partners may be selected from the Business Partners list to receive the order.

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Please amend paragraph 41 to read as follows:

View Only Organization: A Regular Organization that does not have approval rights

for orders.

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Please amend paragraph 42 to read as follows:

In addition to the foregoing organization types, users of the system 10 may be

categorized in a manner that grants or denies certain system rights to the individual user within the organization. For example, the host system 15 may classify users into one or more of the following categories:

Master Administrator: This is an administrator within a Master Organization who has all rights and privileges for setting up and modifying all parameters within the entire system 10. For example, a master administrator may set up, categorize and modify organizations as well as set up and modify Organization Administrators within each organization.

A20

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Please amend paragraph 43 to read as follows:

Organization Administrator: This is a user within an organization that has

*A20*

administrator privileges. This administrator sets up users and groups within their organization.

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Please amend paragraph 44 to read as follows:

*A21*

Administrator Group: This is a group that is defined within an organization. Users who are members of an Administrator Group have administrator privileges within that organization.

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Please amend paragraph 48 to read as follows:

As apparent from the foregoing example, the submission and clearance system 10 may be used by advertising agencies having multiple accounts (i.e., advertisers) and multiple brands that are often managed by different Account Executives working for that agency.

*A22*

Although most agencies have only one Network Clearance Department, an advertiser, brand, or job may have different requirements with respect to clearance and workflow. As such, the advertising accounts and/or brand accounts of Figure 2 may each have a number of different "projects" associated with them. To this end, a "project" may be defined as one or more jobs associated with either an advertiser or a brand as managed by the advertising agency. An agency may thus have one or more projects depending on workflow, clients, brands, and other requirements that may be unique to a set of jobs. If the system 10 is to allow a given advertising agency to support multiple projects, then the organizational hierarchy may include support for multiple Project Coordinators or multiple network clearance department managers at the Given agency.

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Please amend paragraph 49 to read as follows:

Project Coordinators should have organization administrator privileges since they are responsible for orders being processed through the submission and clearance system 10 by their organization. The Project Coordinator handles the workflow by, among other things, choosing routing for an order. As such, the Project Coordinator may be given the responsibility of setting up groups of users, their access privileges, and the workflow for a project. Further, a Project Coordinator should have access to reporting, monitoring and tracking data associated with an order. When the Project Coordinator determines all routing for an order is complete, the order can be closed using the management tools provided through the host system 15. The Project Coordinator should also be able to cancel orders that "hang" when they cannot be routed to the next organization, for example, when waiting for media or when orders are declined.

*PP3*

Please amend paragraph 51 to read as follows:

An order that includes a clearance job may be submitted in a variety of ways through the client systems 20a-20f and may include various types of information. Generally stated, one way in which a clearance job can be organized is through the use of metadata fields and advertising material attachments. Advertising substantiation documentation, advertising scripts, advertising storyboards, pre-production advertising video and/or audio, post-production advertising video and/or audio, agency cover letters, legal cover letters, legal forms and client job messages may be submitted as attachments. For media attachments, a metadata definition user interface may be provided on a project level to allow the Organization Administrator and/or Project Coordinator to define the metadata field labels that are to appear on the order. At least six fields are typically recommended. They include: a) ISCI or filename, b) Title, c) Advertiser and/or brand, d) Agency, e) Date Entered, and f)

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*P24*  
Preview. "Preview" stands for preview quality media (MPEG1). "Preview" will have a value of "true" for preview quality media, and a value of "false" for broadcast quality media (MPEG2).

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Please amend paragraph 54 to read as follows:

*P25*  
Orders are typically routed to a group Inbox. Orders not routed to a specific group inbox may be automatically routed to a default group inbox. Inbox data is set up by the Project Coordinator or other individual with administrator privileges. Email notification may go to all users assigned to the group inbox where the order gets routed. However, an organization receiving the routed order may have a specific user assigned by the Project Coordinator (through a user interface and to the corresponding client system) to take ownership of orders within a specific group. In that case, only that user will receive the email notification. Once received, orders can also be moved from the general inbox or the user's personal inbox to another user's personal inbox and vice versa.

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Please amend paragraph 72 to read as follows:

*P26*  
Selection of the "Group" tab from the functional navigation frame 55 reveals the group screen shown generally at 100 of Figure 6. The group screen 100 allows organization administrators the ability to group their organization users. Orders can be routed to specific groups or a default group. Maintenance for groups, such as adding more users to a group or adding a new group, may also be performed through this screen and through web pages linked to this screen. To modify an existing group, the user activates the "Edit" button. To create a new group, the user activates the "New Group" button. Activation of the "New Group" button may present the user with a New Group screen in which a list of all

*P24*  
organization users is provided in a first column opposite a list of selected users in a second column that have been selected to be members of the new group. Further, the screen may [provides] provide a job submission selection area that allows the user to determine whether jobs are routed to all members of the group or to a single group member, identified from a pull-down menu.

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*P27*  
Please amend paragraph 75 to read as follows:

A projects screen may also be presented to a user who has administrator privileges.

*P27*  
The projects screen may allow an online Billable Organization to create and maintain projects and should only be accessible by master administrators and online Billable Organization users that have order creation rights. Various fields used to characterize a project may be filled in by the user. For example, a field may be used to identify the industry to which the project belongs. Other fields may be used to select an advertiser for the project as well as the brand to which the project pertains. Still further, the page may include a section for selecting what happens to the order after disclosed. For example, the user may elect to leave the media and attachments on the host system 15 or to archive the project by moving the media and attachments from the host system 15 to an archiving system. Still further, the user may elect to removes the media and attachments from the host system 15. A metadata screen may also be implemented to allow a user to define and create user-defined metadata fields. This screen may be used to create the metadata fields that are seen on orders. The metadata field name, data type (text or number), field size, and whether it is a required field can all be selected from the metadata screen and corresponding linked pages.